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**Abstract**

A DNA construct comprising in the 5' to 3' direction of transcription operably linked a promoter region directing transcription to the seed of an oilseed plant, a nucleotide sequence coding for at least one peptide with enzyme activity necessary for keto group containing xanthophyll production and esterification in an oilseed plant and a transcriptional termination region is disclosed. The DNA construct may additionally comprise a nucleotide sequence coding for a transit peptide directing the translated fusion polypeptide to the chloroplast of the oilseed plant. The peptide with enzyme activity is preferably a peptide with b-carotene C-4-oxygenase activity, e.g. from the alga *Haematococcus pluvialis*.

Comprised by the invention are also a transgenic oilseed plant cell, e.g. of rape, sunflower, soybean or mustard origin; transgenic oilseed plant-produced xanthophyll; transgenic oilseed plant-produced canthaxanthin; transgenic oilseed plant-produced astaxanthin; and transgenic oilseed plant-produced astaxanthin esters.